
Social Values and Fashion Innovativeness

Jeremy Garrison

Dr. Ajay Sukhdial

Abstract

This study was designed to explain the motivations of fashion innovators by providing further clarification of the relationship between social values and fashion innovativeness. Schwartz's theory of basic human values was used as a model to understand the values and motivations of fashion innovators within four broad groups of values – self-enhancement, openness to change, conservation, and self-transcendence. Additionally, the correlation between fashion innovativeness and the need for both uniqueness and social acceptance were tested. The results of the study found that self-enhancement values, openness to change values, a need for uniqueness, and a need for social acceptance were all positively correlated with fashion innovativeness.

Key issue of study

Every day begins with a seemingly unimportant decision – the magnitude of which affects the portrayal of ourselves, as well as others' perceptions about who we are. This decision is what we decide to wear. While most individuals do not fully contemplate the message their outfit will send, the clothes we wear are highly representative of our values (Hristova 2012). Values are beliefs about the desirable, trans-situational goals, which vary in importance to serve as guiding principles (Schwartz 2006). Clothing has a value-expressive function, meaning its consumption enhances one's self-image, portrays characteristics a person would like to possess, influences levels of admiration or respect, and symbolizes who a person would like to be (Soloman 2015). Because clothing is representative of values, marketers within the 175 billion dollar fashion industry must fully understand both the values their consumers hold and the values their products represent (NPD 2013).

The importance of understanding the values of clothing shoppers is amplified by the fact that fashion apparel is conspicuously consumed, meaning its use is a symbol of status. Because fashion consumption is highly visible, consumers send messages whenever they wear a particular article of clothing. People, when assessing others using visual cues, make assumptions about others based on the clothing they wear. These assumptions are usually split-second heuristics, but they have a long-term effect on perceptions. Some consumers are more aware of the messages sent by their clothing than others are, but all consumers – consciously or subconsciously – use values when choosing what they wear. An understanding of consumers' values will help predict what messages they want their clothing to symbolize, and these messages will be used to develop effective marketing strategies.

Fashion marketers would benefit from understanding the fashion subgroup of fashion innovators, the consumers who are the first to purchase and wear new fashion products. Because of the frequent introduction of fashion products and styles into the market, understanding innovators within the fashion industry is highly beneficial (Baumgarten 1975). Moreover, it is important to understand the difference between fashion innovators and opinion leaders. Baumgarten explains the key concept of both of these groups: Innovators are the first to adopt a new product and are responsible for the initial introduction of the product to the general population; opinion leaders are influential members of a peer group whose evaluation of products affects that product's acceptance within the culture of a group. While it is possible for an individual to be both an innovator and an opinion leader (such individuals are considered innovative communicators), it is important to understand that the terms cannot be used interchangeably. This study will focus on fashion innovators.

Because clothing is conspicuously consumed, highly representative of values, and fashion innovators are highly influential to the introduction of new fashion trends, marketers of new fashion products and styles must understand the values of fashion innovators. The purpose of this study is to understand the social values of fashion innovators in order to understand their motivations and, hence, appeal to them more effectively via marketing communications.

Literature Review

Prior research has identified some of the characteristics of the typical fashion innovator. Gutman and Mills (1982) studied the relationship between fashion consumption and life style, self-concept, demographics, shopping orientation, and overall fashion tastes. The results of their study identified a group of fashion consumers, named fashion leaders, who identified as more sophisticated, modern, different, chance-taking, confident, creative, and sociable than other segments. Phau's study (2004) found similar characteristics in a group he called fashion innovators. The fashion innovators of Phau's study were found to have a unique self-image – they are more excitable, indulgent, contemporary, liberal, and colorful than non-innovators.

Goldsmith et al (1999) found that fashion innovators self-identify as more comfortable, pleasant, contemporary, formal, colorful, and vain than did those who are slower to adopt a new fashion trend.. The results of Goldsmith's study suggest that fashion innovators will respond positively to messages about their fashion-related self-concept. In a previous study by Goldsmith (1996), fashion leaders found themselves to be more excitable, indulgent, contemporary, formal, colorful, and vain than non-fashion leaders. In a third related study, Goldman (1991), using Kahle's List of Values, attempted to examine women he identified as fashion innovators based on personal and social values. The data from the study show that fashion innovators are more likely to be younger women. Likewise, these women are more likely to be active in fashion-related leisure activities, such as reading fashion magazines or spending time shopping. Fashion leaders were found to be associated with the values of excitement, fun, and enjoyment in life.

All three researchers studied the same type of fashion consumer – those who are the first to purchase and wear new fashion products. In this study, these individuals will be called fashion innovators.

Gaps in current research

Prior research has tested the link between fashion leaders and their self-concept, self-image, and life style. While this information provides an understanding of the identity of fashion innovators, it does not explain the motivations of that lead to a person being the first to adopt a fashion trend. The identification of fashion innovators based on their characteristics is helpful in understanding their decisions *post hoc*, but understanding their motivations will allow fashion marketers to understand the decision-making processes of the fashion innovator. Due to the fast paced nature of the fashion industry, understanding the motivations of fashion innovators to make decisions before trends formulate will provide an invaluable competitive advantage.

The study of the social values of fashion innovators is very limited, and no prior research has utilized the application of values to understand the motivations of fashion consumption, especially in regards to fashion innovators. Social values can be used to understand the motivations of fashion innovators. By understanding motivations, more effective marketing strategies can be developed by targeting the values and goals of fashion innovators.

Human motivation – comprised of various needs, motives, and goals – is explained through Schwartz's Values Theory. The Values Theory identifies ten motivationally unique values, each of which transcend specific actions and situations and serve as standards or criteria people use to evaluate actions, people, policies, and events (Schwartz 2006). Each value in Schwartz's model has corresponding values that either compliment or contradict it. Pursuing a single value will have consequences that will conflict with some values but enhance others. Schwartz writes:

For example, the pursuit of achievement values may conflict with the pursuit of benevolence values - seeking success for self is likely to obstruct actions aimed at enhancing the welfare of others who need one's help. However, the pursuit of achievement values may be compatible with the pursuit of power values - seeking personal success for oneself is likely to strengthen and to be strengthened by actions aimed at enhancing one's own social position and authority over others. (Schwartz 2006).

When individuals pursue a single value, they give up the opportunity to pursue another. For example, an individual who seeks excitement and boldness is theorized to dress in an outgoing, flashy manner. This behavior supports the value of stimulation. This stimulation-seeking individual cannot simultaneously pursue the value of security by dressing in a safe, subdued outfit designed to fit in with others. The metaphor of the outfit is fitting, as a person cannot wear more than one outfit at a time. A single outfit can be used to represent more than one value – just

as any action can be motivated by more than one value – however, there are certain aspects of clothing that, like values, cannot exist simultaneously. An outfit cannot be both bold and subtle; an individual cannot pursue both the values of self-direction and security.

Schwartz organizes the ten values into four broader categories – self-enhancement, openness to change, self-transcendence, and conservation. Self-enhancement values include the values of achievement and power and are concerned with the pursuit of self-interests. Openness to change values include the values of hedonism, stimulation, and self-direction and are concerned with the pursuit of new experiences and independent action, thought, and feeling. Self-transcendence values include universalism and benevolence and are in pursuit of the general concern of others. Lastly, conservation values include conformity, tradition, and security and aim to resist change and emphasize self-control (Schwartz 2006, 2010). The self-enhancement values conflict with self-transcendence values, and openness to change values conflict with conservation values. Generally speaking, the values within each of the four broader categories work in congruence to each other.

In addition to understanding the social values of fashion innovators, this study will test the correlation between fashion innovativeness and a need for uniqueness to further understand the motivations of fashion innovators. Prior research has noted that the human need for uniqueness varies across individuals, and individuals identified as fashion innovators were found to have a higher need for uniqueness compared to non-innovators (Workman and Kidd, 2000). The degree of uniqueness measured in this study is intended to measure the degree to which fashion innovators strive to be the sole consumer of a certain product. As the earliest adopters to trends, fashion innovators should exhibit a desire to stand out from the crowd.

The last objective of the study is to test the correlation between fashion innovativeness and a need for social acceptance in order to understand the degree fashion innovators seek to conform to group and societal norms. “Breaking rules or customs or challenging existing consumer norms risks social disapproval, including evaluations that one exhibits poor taste” (Tian, Bearden, and Hunter, 2001). By being fashion innovators, these individuals risk social acceptance within a group; it is important, therefore, to understand the degree of social acceptance desired by fashion innovators.

Hypotheses

The first and primary objective of this study is to examine the correlation between fashion innovativeness and the ten social values set by Charles Schwartz within their four broader categories – self-enhancement, openness to change, conservation, and self-transcendence.

The value of achievement is the pursuit of demonstrating competence within social standards in pursuit of personal success. Similarly, power is the pursuit of status through control over resources. Both achievement and power seeking individuals desire to be a cut above the rest

of society, and they will use fashion to stand out. In order to symbolize their status over others, they will strive to stay ahead of trends, just as they seek to stay ahead of others socially and financially. Therefore, it is expected that:

H1: Self-enhancement values – power and achievement – will be positively correlated with fashion innovativeness.

Marked by a desire for independence and individuality, people who value self-direction will seek to satisfy and magnify their need for creativity through their clothing. Schwartz describes self-direction as independent thought and action associated with choosing, creating, and exploring. The value of stimulation is characterized by the feelings of excitement, novelty, and challenge in life (Schwartz 2006). These individuals seek change in their lives, which they can satisfy through innovative clothing. Hedonism is the pursuit of pleasure and gratification for oneself. Hedonistic individuals are more likely to be self-indulgent – including in fashion consumption. By frequently purchasing new, cutting-edge fashion, these individuals can express their self-importance. Therefore, it is predicted that:

H2: Openness to change values – self-direction, stimulation, and hedonism – will be positively correlated with fashion innovativeness.

Conformity is characterized by restraint of actions, inclinations, and impulses likely to upset or harm others and violate social expectations or norms (Schwartz 2006). Instead of beginning fashion trends, these individuals are likely to be late adopters of fashion trends and only adopt the trend once it has become widespread. Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provides are the characteristics of tradition (Schwartz 2006). Individuals who value tradition will tend to favor clothing that is more conservative, and they will not try to stand out with what they wear. Furthermore, a high value in tradition will be correlated with a disdain for fashion innovation. Individuals who value security seek safety, harmony, and stability within the context of society, their relationships, and themselves (Schwartz 2006). Fashion innovation has an innate level of risk; as highly risk adverse people, those who value security will dress more conservatively. For those reasons, it is expected that:

H3: Conservation values – conformity, tradition, and security – will be negatively correlated with fashion innovativeness.

Benevolence values pursue the preservation and enhancement of the welfare of meaningful relationships; similarly, universalism is the pursuit of understanding, appreciating, tolerating, and protecting the general welfare of others (Schwartz 2010). Due to their emphasis on the wellbeing of others, it is predicted that self-transcendence values – benevolence and universalism - will have little to no correlation with fashion innovativeness.

Fashion innovators will exhibit a strong need for uniqueness. Staying ahead of fashion trends is highly valued by individuals with a desire for uniqueness because it allows them to express individuality. Fashion innovation and a need for uniqueness will coincide because innovation allows consumers to be among a small group of fashion pioneers. Once a trend has caught on, these people will move on to the next emerging trend to satisfy their need for uniqueness. It is expected, therefore, that:

H4: An individual's need for uniqueness will have a positive correlation with fashion innovativeness.

Because fashion innovators seek to stand out from the crowd, they will be less concerned with social acceptance. Similar to how the pursuit of certain values eliminates the ability to pursue other values, fashion innovators who seek uniqueness will sacrifice social acceptance. Individuals with a high need for social acceptance are unlikely to be fashion innovators because of the heightened social risk associated with wearing innovative clothing. Because of this, it is expected that:

H5: An individual's need for social acceptance will be negatively correlated with fashion innovativeness.

Methods

Procedures

An online survey was distributed to 328 undergraduate and graduate students at Oklahoma State University. Two of the responses were dropped because large portions of the survey went unanswered, so of the 328 attempted surveys, 326 were used in the study. The survey consisted of 38 Likert questions and six demographic questions (the scales used in the survey can be viewed in the *Appendix A* through *D*).

Instruments

Schwartz's Theory of Basic Human Values measured the social values of the participants with its 21-point scale (Schwartz 2006b). Participants' fashion innovativeness was measured with the same five question scale used by Goldsmith in his study on the self-concept of fashion innovators (1991). These five fashion innovation questions were derived, in turn, from the 17 statements developed by Gutman and Mills (1982) to test attitudes toward fashion and clothing. To measure participants' need for uniqueness, seven questions were selected from Tian's (2001) 31-point scale to measure consumers' need for uniqueness. The seven factors were selected because of their relevance to uniqueness in relation to fashion. The last scale was used to test participants' need for social acceptance. To test this variable, seven questions were selected from Beardmen's scale used in Auty's study on approval in a social context (Auty 2001). Because of ambiguity in certain questions, Auty suggested that, in future research, the questions be reduced

from the original 12-point scale to seven questions. The seven questions used in this study are those recommended by Auty (2001).

Results

Self-enhancement values, openness to change values, need for uniqueness, and need for social acceptance each had a positive and significant correlation to fashion innovativeness. H1 stated that self-enhancement values would be positively correlated with fashion innovativeness. This hypothesis was supported by the data ($\beta=.355$, $p < .01$), indicating that in this sample, the values of hedonism, achievement, and power were predictive of fashion innovation. H2 predicted that openness to change values would have a positive correlation to fashion innovativeness. The data supported this hypothesis ($\beta=.243$, $p < .01$), indicating that the values of self-direction, stimulation, and hedonism were predictive of fashion innovation. H3 stated that conservation values would have a negative correlation with fashion innovation; however, this hypothesis was not supported by the data ($\beta=.107$, $p = .06$). The results showed that the correlation between conservation values and fashion innovation was positive and insignificant. Additionally, it was confirmed that self-transcendence values had no correlation to fashion innovativeness ($\beta=.05$, $p = .37$).

H4 stated that a need for uniqueness will be positively correlated with fashion innovativeness. The data supported this hypothesis ($\beta=.429$, $p < .01$), showing that individuals who expressed a high need for uniqueness were also likely to be fashion innovators. H5 stated that an individual's need for social acceptance would have a negative correlation to their fashion innovativeness; however, this hypothesis was not supported by the data ($\beta=.446$, $p < .01$). The results of the study showed a positive correlation between a need for social acceptance and fashion innovativeness, indicating that a high need for social acceptance will predict fashion innovativeness.

Relation to Fashion Innovation		
Self-Enhancement	$\beta= .355$	$p< .01$
Openness to Change	$\beta= .243$	$p< .01$
Conservation	$\beta= .107$	$p= .06$
Self-Transcendence	$\beta= .050$	$p= .37$
Need for Uniqueness	$\beta= .429$	$p< .01$
Need for Social Acceptance	$\beta= .446$	$p< .01$

Because a need for uniqueness and a need for social acceptance each had a stronger positive correlation to fashion innovativeness than any of the four values groups did, a stepwise regression was run to see if the knowledge of social values would add to the understanding of fashion innovativeness beyond that provided by uniqueness and social acceptance alone. The stepwise regression consisted of the four positively correlated variables – need for uniqueness, need for social acceptance, self-enhancement values, and openness to change values. A need for

uniqueness, need for social acceptance, and self-enhancement values were significantly predictive of fashion innovativeness (self-enhancement $\beta=.337$, $p < .01$; need for uniqueness $\beta=.385$, $p < .01$; need for social acceptance $\beta=.209$, $p < .01$). However, in a model that already contains a need for uniqueness, need for social acceptance, and self-enhancement values, openness to change values become non-significant. In other words, the knowledge of self-enhancement values increased the ability to predict fashion innovativeness than just a need for uniqueness and need for social acceptance. With the knowledge of a person's self-enhancement values, need for uniqueness, and need for social acceptance, the knowledge of their openness to change values does not increase the ability to predict fashion innovativeness.

Stepwise Regression		
Self-Enhancement	$\beta=.337$	$p < .01$
Need for Uniqueness	$\beta=.385$	$p < .01$
Need for Social Acceptance	$\beta=.209$	$p < .01$

Discussion

Fashion innovators were found to be motivated by the self-enhancement values of power and achievement. Through the results of this study, it is clear that fashion innovators use fashion as a way to demonstrate dominance and control. Wearing innovative clothing requires and portrays confidence from these individuals. Because fashion innovators are motivated by power and achievement, effective marketing towards these individuals should emphasize control, success, and admiration from others. The pursuit of power emphasizes self-interest while the pursuit of achievement requires social approval (Schwartz 2010). Fashion innovators were found to pursue both of these values simultaneously, meaning they strive for dominance over others in a socially acceptable manner. In terms of fashion, the pioneering of new trends before they are widely accepted emphasizes authority, confidence, and control – satisfying the need for power. As the new fashion diffuses and becomes mainstream, the fashion innovators present themselves as competent – satisfying the need for achievement.

Fashion innovators are not simply trying to stand out. While they do show a need for uniqueness, they simultaneously show a need for social approval. On its face, the need for uniqueness and the need for social acceptance seem to conflict with each other. Like the relation among values explained by Schwartz, it is intuitive that the pursuit for uniqueness would take away the ability to pursue social acceptance. However, in regards to fashion innovators, this is not the case. The data shows that as fashion innovativeness increases, so does the need for uniqueness and the need for social acceptance. Across the board, fashion innovators and non-fashion innovators alike showed a high need for social acceptance. Logically, this is explained by the fact that all people are concerned with the thoughts of others, causing both groups to show a positive need for social acceptance. When comparing the two groups, innovators were found to have a higher need for social acceptance than non-innovators. Again, this seems counter intuitive, but is actually in line with the goals and motivations of fashion innovators. In their

pursuit of achievement, fashion innovators must consider the opinions of others. Achievement is a relative statement and requires the approval and admiration of others. Because of this, fashion innovators must be concerned with social acceptance despite the fact that they also strive to be on the cutting edge of fashion. Another explanation to the seemingly conflicting pursuit of both uniqueness and social acceptance is the emphasis on individuality and independence in U.S. culture. As a whole, Americans avoid blending into the crowd. Conspicuous consumption is used as a means of expressing individuality; whereas, in other cultures, such as Japan, conspicuous consumption is used to fit in. Because it is socially acceptable in the U.S. to stand out, both a need for social acceptance and a need for uniqueness can be pursued simultaneously without conflict.

General logic, prior studies, and Schwartz's Value Model all suggest that conservation values should be negatively correlated with fashion innovativeness, but the results of this study did not support that prediction. Intuitively, it makes sense that people who value tradition and conformity would favor older, traditional trends over new, innovative ones. Additionally, the positive correlation of openness to change values to fashion innovativeness should, in theory, conflict with that of conservation values. Post hoc, it is possible that the population of only undergraduate and graduate college students had an effect on the results. In general, college-aged students (i.e. younger people) are more likely to pursue openness to change values over conservation values (Schwartz 2006). Because the study consisted of only young individuals who will tend to value conservation values less, this study may not have been able to use conservation values to effectively predict a negative correlation to fashion innovativeness.

The results of this study have shown that social values, particularly self-enhancement values and openness to change values, can be used to understand the motivations of fashion innovators. In addition to these values, fashion innovators also show a high need for both uniqueness and social acceptance. Marketers can use this knowledge to develop more effective marketing strategies when they are first introducing new fashion apparel. New fashion items need to represent the values of fashion innovators – success, ambition, admiration, authority, excitement, and creativity. Additionally, fashion innovators desire the perception of being unique within a socially acceptable manner, which can be seen by their high need for uniqueness and social acceptance. Fashion innovators will be more likely to accept a new trend that represents these values because values are the motivations for these individuals to be the innovators of the fashion world.

References

- Baumgarten, Steven A. (1975). The Innovative Communicator in the Diffusion Process. *Journal of Marketing Research*, 12, 12-18.
- Beaudoin, P., Lachance, M. J., & Robitaille, J. (2003). Fashion innovativeness, fashion diffusion and brand sensitivity among adolescents. *Journal of Fashion Marketing and Management: An International Journal*, 7(1), 23-30.
- Goldsmith, R. E., Heitmeyer, J. R., & Freiden, J. B. (1991). Social values and fashion leadership. *Clothing and Textiles Research Journal*, 10(1), 37-45.
- Goldsmith, R. E., Flynn, L. R., & Moore, M. A. (1996). The self-concept of fashion leaders. *Clothing and Textiles Research Journal*, 14(4), 242-248.
- Goldsmith, R. E., Moore, M. A., & Beaudoin, P. (1999). Fashion innovativeness and self-concept: a replication. *Journal of Product & Brand Management*, 8(1), 7-18.
- Gutman, J., & Mills, M. K. (1982). Fashion life-style, self-concept, shopping orientation, and store patronage-an integrative analysis. *Journal of Retailing*, 58(2), 64-86.
- Hawkins, D.I., & Mothersbaugh, D.L. (2013). *Consumer behavior: Building marketing strategy* (12th ed.). New York, New York: McGraw-Hill Irwin.
- Hristova, M. (2012). Conspicuous Clothes Usage as a Semiotic Message. *University of Coruña*, 1011-1014.
- Kim, J. O., Forsythe, S., Gu, Q., & Jae Moon, S. (2002). Cross-cultural consumer values, needs and purchase behavior. *Journal of Consumer marketing*, 19(6), 481-502.
- NPD Group (2014). The NPD Group Reports 5 percent Growth in U.S. Men's Apparel Market. Retrieved from <https://www.npd.com/wps/portal/npd/us/news/press-releases/the-npd-group-reports-5-percent-growth-in-us-mens-apparel-market/>
- Phau, I., & Lo, C. C. (2004). Profiling fashion innovators: A study of self-concept, impulse buying and Internet purchase intent. *Journal of Fashion Marketing and Management: An International Journal*, 8(4), 399-411.
- Schwartz, S.H. (2006a), Basic Human Values: An Overview, The Hebrew University of Jerusalem, Jerusalem.
- Schwartz, S. H. (2006b). Value orientations: Measurement, antecedents and consequences across nations. In Jowell, R., Roberts, C., Fitzgerald, R. & Eva, G. (Eds.) *Measuring attitudes cross-nationally - lessons from the European Social Survey*. London: Sage.

-
- Schwartz, S. H. (2010). Basic values: How they motivate and inhibit prosocial behavior. *Prosocial motives, emotions, and behavior: The better angels of our nature*, 14, 221-241.
- Soloman, M.R. (2015). *Consumer behavior: Buying, having, and being* (11th ed.). Boston, Massachusetts: Pearson.
- Susan Auty and Richard Elliott (2001). Being Like Or Being Liked: Identity Vs. Approval in a Social Context. In NA - Advances in Consumer Research Volume 28, eds. Mary C. Gilly and Joan Meyers-Levy, Valdosta, GA : Association for Consumer Research, Pages: 235-241.
- Rose, G. M., Shoham, A., Kahle, L. R., & Batra, R. (1994). Social values, conformity, and dress. *Journal of Applied Social Psychology*, 24(17), 1501-1519.
- Tian, K. T., Bearden, W. O., & Hunter, G. L. (2001). Consumers' need for uniqueness: Scale development and validation. *Journal of consumer research*, 28(1), 50-66.
- Workman, J. E., & Kidd, L. K. (2000). Use of the need for uniqueness scale to characterize fashion consumer groups. *Clothing and Textiles Research Journal*, 18(4), 227-236.

Appendix A –Values Scale

Participants were asked to rank how much the following individual is or is not like them (male and female participants were given pronouns to match their gender. Provided is the male set of questions):

- A. Thinking up new ideas and being creative is important to him. He likes to do things in his own original way.
- B. It is important to him to be rich. He wants to have a lot of money and expensive things.
- C. He thinks it is important that every person in the world should be treated equally. He believes everyone should have equal opportunities in life.
- D. It's important to him to show his abilities. He wants people to admire what he does.
- E. It is important to him to live in secure surroundings. He avoids anything that might endanger his safety.
- F. He likes surprises and is always looking for new things to do. He thinks it is important to do lots of different things in life.
- G. He believes that people should do what they're told. He thinks people should follow rules at all times, even when no one is watching.
- H. It is important to him to listen to people who are different from him. Even when he disagrees with them, he still wants to understand them.
- I. It is important to him to be humble and modest. He tries not to draw attention to himself.
- J. Having a good time is important to him. He likes to “spoil” himself.
- K. It is important to him to make his own decisions about what he does.
- L. He likes to be free and not depend on others.
- M. It's very important to him to help the people around him. He wants to care for their well-being.
- N. Being very successful is important to him. He hopes people will recognize his achievements.
- O. It is important to him that the Government ensures his safety against all threats. He wants the state to be strong so it can defend its citizens.
- P. He looks for adventures and likes to take risks. He wants to have an exciting life.
- Q. It is important to him always to behave properly. He wants to avoid doing anything people would say is wrong.
- R. It is important to him to get respect from others. He wants people to do what he says.
- S. It is important to him to be loyal to his friends. He wants to devote himself to people close to him.
- T. He strongly believes that people should care for nature. Looking after the environment is important to him.
- U. Tradition is important to him. He tries to follow the customs handed down by his religion or his family.

V. He seeks every chance he can to have fun. It is important to him to do things that give him pleasure.

1= Very much like me, 6= Not like me at all

Appendix B – Fashion Innovativeness Scale

Participants were asked to rank their level of agreement with the following statements:

- A. It is important for me to be a fashion leader
- B. I am aware of fashion trends and want to be one of the first to try them
- C. Clothes are one of the most important ways I have of expressing my individuality
- D. I am the first to try new fashions trends; therefore, many people regard me as being a fashion leader
- E. I always buy at least one outfit of the latest fashion

1= Frequently, 5= No

Appendix C – Need for Uniqueness Scale

Participants were asked to rank their level of agreement with the following statements:

- A. When dressing, I have sometimes dared to be different in ways others are likely to disapprove
- B. I often dress unconventionally even when it's likely to offend others
- C. Concern for being out of place doesn't prevent me from wearing what I want to wear
- D. If someone hinted that I had been dressing inappropriately for a social situation, I would continue dressing in the same manner
- E. When I dress differently, I'm often aware that others think I'm peculiar, but I don't care
- F. I give up wearing fashions I've purchased once they become popular among the general population
- G. When a style of clothing I own becomes too commonplace, I usually quit wearing it

1= Strongly agree, 5=Strongly disagree

Appendix D – Need for Social Acceptance Scale

Participants were asked to rank their level of agreement with the following statements:

- A. When buying things, I generally buy brands that I think others will approve of
- B. It is important that others like the products and brands that I buy
- C. I often identify with other people by buying the same products and brand that they do
- D. I like to know what brands and products make good impressions on others
- E. To make sure I buy the right product or brand, I often observe what others are buying and using
- F. I frequently get information from friends and family about a product before I buy
- G. I often consult other people to help me choose the best brand of a particular product

1= Strongly agree, 7= Strongly disagree